

AMENDMENTS

Sub
1. (Amended herein) A method for promoting the selection of an item by a predetermined type of consumer based upon consumer lifestyle and consumer market data, said method comprising the steps of:

gathering the consumer lifestyle and the consumer market data;

determining one or more representative activities of said predetermined type of consumer based upon the consumer lifestyle data;

determining one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities based upon the consumer market data; and

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creating demand for said item by said predetermined type of consumer based upon said one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities through the selection of messaging, brands, packaging, or merchandising.

2. (Original) The method of promoting the selection of an item of claim 1, wherein said step of determining one or more representative activities of said predetermined type of consumer comprises analysis of said one or more representative activities within a predetermined length of time.

3. (Cancelled)

4. (Amended herein) The method of promoting the selection of an item of claim 1, wherein said step of determining one or more representative activities of said predetermined type of consumer comprises analysis of the consumer lifestyle data information.

5. (Original) The method of promoting the selection of an item of claim 1, wherein said predetermined type of consumer comprises a home category manager and wherein said one or more representative activities is an event selected from the group consisting of wake up, breakfast, in transit to work, in transit to school, morning break, lunch, afternoon break, after

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school snack, after school sports, after work workout, dinner, social events, evening snack, and shopping.

6. (Original) The method of promoting the selection of an item of claim 5, wherein said item comprises a beverage and wherein said one or more representative uses is a need selected from the group consisting of refreshment, lift, meal enhancer, socializer, re-hydration, relaxer, treat, and a tide-me-over.

7. (Amended herein) The method of promoting the selection of an item of claim 6, wherein said step of creating demand for said item through the selection of messaging comprises messaging directed to said home category manager suggesting use of said beverage as said meal enhancer with said dinner.

8. (Amended herein) The method of promoting the selection of an item of claim 6, wherein said step of creating demand for said item through the selection of messaging comprises messaging directed to said home category manager suggesting use of said beverage as said refreshment during said shopping.

9. (Original) The method of promoting the selection of an item of claim 1, wherein said predetermined type of consumer comprises blue-collar adults and teens and wherein said one or more representative activities is an event selected from the group consisting of after school, afternoon, and after work.

10. (Original) The method of promoting the selection of an item of claim 9, wherein said item comprises a beverage and wherein said one or more representative uses is a need selected from the group consisting of refreshment, energy, and a tide-me-over.

11. (Amended herein) The method of promoting the selection of an item of claim 10, wherein said step of creating demand for said item through the selection of messaging comprises messaging directed to said blue-collar adults and teens suggesting use of said beverage as said energizer during said afternoon.

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12. (Amended herein) The method of promoting the selection of an item of claim 1, wherein said ~~step of determining one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities~~ consumer market data comprises gathering of consumer purchase information.

13. (Original) The method of promoting the selection of an item of claim 12, wherein said step of determining one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities comprises analysis of said consumer purchase information.

14. (Amended herein) The method of promoting the selection of an item of consumer of claim 1, wherein said step of creating demand through the selection of messaging comprises messaging promoting said item as addressing a need associated with said one or more representative uses.

15. (Amended herein) The method of promoting the selection of an item of consumer of claim 1, wherein said step of creating demand through the selection of messaging comprises messaging associating said item with said one or more representative activities.

16. (Amended herein) The method of promoting the selection of an item of claim 1, wherein said step of creating demand for said item through the selection of brands comprises selection of one or more brands of said item.

17. (Original) The method of promoting the selection of an item of claim 16, wherein said one or more brands comprise predetermined beverage brands.

18. (Original) The method of promoting the selection of an item of claim 16, wherein said one or more brands of said item is a liquid selected from the group consisting of coffee; tea; water; fruit, vegetable and juice concentrates; fruit, vegetable and juice beverages;

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isotonic beverages; non-isotonic beverages; milk and milk byproducts; carbonated soft drinks; and soft drink concentrate.

19. (Original) The method of promoting the selection of an item of claim 16, wherein said step of selecting one or more brands comprises selection of one or more food and beverage brands.

20. (Cancelled)

21. (Amended herein) The method of promoting the selection of an item of claim 1-20, wherein said step of selecting packaging comprises selection of a predetermined package.

22. (Amended herein) The method of promoting the selection of an item of claim 1-20, wherein said packaging comprises immediate consumption packaging.

23. (Amended herein) The method of promoting the selection of an item of claim 1-20, wherein said packaging comprises future consumption packaging.

24. (Cancelled)

25. (Amended herein) The method of promoting the selection of an item of claim 1-24, wherein said merchandising comprises bundling the location of said item with a different item.

26. (Original) The method of promoting the selection of an item of claim 25, further comprising messaging promoting said bundling of said item with said different item.

27. (Amended herein) The method of promoting the selection of an item of claim 1-24, wherein said merchandising comprises bundling the offering of said item with a different item.

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28. (Original) The method of promoting the selection of an item of claim 27, further comprising messaging promoting said bundling of said item with said different item.

29. (Cancelled)

30. (Amended herein) The method of promoting the selection of an item of claim 1-29, wherein said messaging comprises media advertising.

31. (Original) The method of promoting the selection of an item of claim 30, wherein said messaging is advertising selected from the group consisting of print; radio, television, satellite and cable broadcasting; Internet, e-mail, and computer transmissions; telecommunications; event-based marketing; and direct mail.

32. (Amended herein) The method of promoting the selection of an item of claim 1-29, wherein said messaging comprises in-store displays.

33. (Amended herein) The method of promoting the selection of an item of claim 1-29, wherein said messaging comprises out-doors displays.

34. (Amended herein) The method of promoting the selection of an item of claim 1-29, wherein said messaging comprises the name of said item and said one or more representative uses.

35. (Amended herein) The method of promoting the selection of an item of claims 1-29, wherein said messaging comprises the name of said item and said one or more representative activities.

36. (Original) The method of promoting the selection of an item of claim 1, further comprising the step of determining an environment in which said item is offered.

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37. (Original) The method of promoting the selection of an item of claim 36, wherein said environment comprises a retail environment.

38. (Original) The method of promoting the selection of an item of claim 36, wherein said environment comprises a virtual environment.

39. (Original) The method of promoting the selection of an item of claim 36, further comprising the step of determining the manner in which said predetermined type of consumer selects said item in said environment.

40. (Original) The method of promoting the selection of an item of claim 39, wherein said step of determining the manner in which said predetermined type of consumer selects said item in said environment comprises consumer intercept surveys.

41. (Original) The method of promoting the selection of an item of claim 39, wherein said step of determining the manner in which said predetermined type of consumer selects said item in said environment comprises analysis of transactional data.

42. (Original) The method of promoting the selection of an item of claim 39, wherein said manner in which said predetermined type of consumer selects said item comprises a purchasing trip selected from the group consisting of quick mission trips, quick meal solution trips, and stock-up trips.

43. (Original) The method of promoting the selection of an item of claim 39, wherein said step of creating demand for said item comprises displays located at a location distant from said environment.

44. (Original) A computer-readable medium having computer-executable instructions for performing the steps recited in claim 1.

45. (Original) A computer-readable medium having computer-executable instructions for performing the steps recited in claim 39.

46. (Amended herein) A method for promoting the selection of an item in a predetermined purchase environment by a predetermined type of consumer, said method comprising the steps of:

gathering consumer data;

determining representative activities of said predetermined type of consumer based upon said consumer data;

determining representative uses for said item by said predetermined type of consumer during said representative activities based upon said consumer data;

determining the manner in which said predetermined type of consumer selects said item in said predetermined shopping environment based upon said consumer data; and

creating demand for said item by said predetermined type of consumer in said predetermined purchase environment based upon said manner in which said predetermined type of consumer selects said item and upon one or more of said uses of said item by said predetermined type of consumer during one or more of said activities through the selection of messaging, brands, packaging, or merchandising.

47. (Original) The method of promoting the selection of an item of claim 46, wherein said predetermined type of consumer comprises a home category manager and wherein said representative activities is an event selected from the group consisting of wake up, breakfast, in transit to work, in transit to school, morning break, lunch, afternoon break, after school snack, after school sports, after work workout, dinner, social events, evening snack, and shopping.

48. (Original) The method of promoting the selection of an item of claim 47, wherein said item comprises a beverage and wherein said representative use is a need selected from the group consisting of refreshment, lift, meal enhancer, socializer, re-hydration, relaxer, treat, and a tide-me-over.

49. (Original) The method of promoting the selection of an item of claim 48, wherein the manner in which said predetermined type of consumer selects said item comprises a shopping trip selected from the group consisting of quick mission trips and quick meal solution trips.

50. (Original) The method of promoting the selection of an item of claim 48, wherein the manner in which said predetermined type of consumer selects said item comprises a stock-up shopping trip.

51. (Amended herein) The method of promoting the selection of an item of claim 49, wherein said step of creating demand for said item through the selection of messaging comprises messaging directed to said home category manager during said quick meal solution trip suggesting use of said beverage as said meal enhancer with said dinner.

52. (Amended herein) The method of promoting the selection of an item of claim 50, wherein said step of creating demand for said item through the selection of messaging comprises messaging directed to said home category manager suggesting use of said beverage as said refreshment during said stock-up shopping trip.

53. (Amended herein) A method for promoting the selection of a beverage by a consumer based upon consumer lifestyle data and consumer market data, comprising the steps of:

gathering the consumer lifestyle data and the consumer market data;

determining the daily activities of said consumer based upon consumer lifestyle data;

determining the needs of said consumer for said beverage during said daily activities based upon consumer market data; and

marketing said beverage in association with said needs of said consumer for said beverage during said daily activities through the selection of messaging, brands, packaging, or merchandising.

54. (Amended herein) A method for determining the effectiveness of an occasioned-based marketing campaign for the selection of an item within a purchasing environment, comprising the steps of:

determining the number of said items selected within said purchasing environment during a first predetermined interval;

determining one or more types of shoppers for said item in said purchasing environment;

gathering consumer data;

determining representative activities of said one or more types of shoppers based upon said consumer data;

determining representative uses for said item during said representative activities of said one or more types of shoppers based upon said consumer data;

deploying solutions within said purchasing environment to create demand for said item by said one or more types of shoppers based upon one or more of said representative uses of said item during one or more of said representative activities through the selection of messaging, brands, packaging, or merchandising;

determining the number of said items selected within said purchasing environment during a second predetermined interval, said second predetermined interval occurring after said deploying step; and

determining the difference between the number of said items purchased during said first predetermined interval and said second predetermined interval.

55. (Original) The method for determining the effectiveness of an occasioned-based marketing campaign of claim 54, further comprising the step of determining the average transaction amount for said item.

56. (Original) The method for determining the effectiveness of an occasioned-based marketing campaign of claim 55, further comprising the step of determining the average gross profit margin for said item.

57. (Original) The method for determining the effectiveness of an occasioned-based marketing campaign of claim 56, further comprising the step of determining the amount of money received based upon said difference between the number of said items purchased during said first predetermined interval and said second predetermined interval, the average transaction amount for said item, and the average gross profit margin for said item.

58. (Cancelled)

59. (Amended herein) A method for promoting the use of an item by a predetermined type of consumer, said method comprising the steps of:

receiving consumer lifestyle data corresponding to representative activities of said predetermined type of consumer;

storing said data corresponding to said representative activities of said predetermined type of consumer in a marketing database;

receiving consumer market data corresponding to representative uses of said item by said predetermined type of consumer;

storing said data corresponding to said representative uses of said item by said predetermined type of consumer in said marketing database;

determining a relationship between said data corresponding to said representative activities of said predetermined type of consumer and said data corresponding to said representative uses of said item by said predetermined type of consumer activities based upon the selection of messaging, brands, packaging, or merchandising; and

storing said relationship in said marketing database.

60. (Original) The method for promoting the use of an item of claim 59, further comprising the step of creating messaging associating said item with said relationship.

61. (Original) The method for promoting the use of an item of claim 60, further comprising the step of storing said messaging in said marketing database.

62. (Original) The method for promoting the use of an item of claim 61, further comprising the steps of receiving data corresponding to the conversion rate of said predetermined types of consumers in response to said messaging associating said item with said relationship and storing said data corresponding to said conversion rate of said predetermined types of consumers in said marketing database.

63. (Original) The method for promoting the use of an item of claim 62, further comprising the steps of receiving data corresponding to the average transaction amount for said item and storing said data corresponding to said transaction amount in said marketing database.

64. (Original) The method for promoting the use of an item of claim 63, further comprising the steps of receiving data corresponding to the average gross profit margin for said item and storing said data corresponding to said average gross profit for said item in said database.

65. (Original) The method for promoting the use of an item of claim 64, further comprising the step of determining the value of said messaging based upon said conversion rate, said average transaction amount for said item, and said average gross profit margin for said item.

66. (Amended herein) A system for facilitating the use of an item by a predetermined type of consumer comprising:

a storage device; and

a processor connected to said storage device,

said storage device storing a program for controlling the processor;

said storage device storing data representing one or more activities of said predetermined type of consumer;

said storage device storing data representing one or more needs of said predetermined type of consumer for said item;

said storage device storing data representing one or more marketing solutions promoting the use of said item by said predetermined type of consumer based upon the selection of messaging, brands, packaging, or merchandising; and

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said processor operative with said program to receive a request for said one or more marketing solutions based upon said one or more activities or said one or more needs of said predetermined type of consumer and to provide said one or more marketing solutions.

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